

Cloud. Mobile. Free.

The Unifying Energy Monitoring and Automation Platform for Homes



Jake Joraanstad, Chief Executive Officer
Ben Whittier, Design Engineer

What is it?

Switch is a software solution providing a free, ad supported energy monitoring and control software for both homeowners and service providers.

Switch will work with virtually any internet connected device through a home wireless network.

Switch will provide developers and manufacturers a free to use API that gives access to our platform.



The Problem: We can't afford energy monitoring

Current energy monitoring systems are:

- Proprietary and Expensive
- Limited
 - Purposefully keep out other hardware manufacturers
- Old Technology
 - Not Wireless IP based
 - Not utilizing mobile and web technologies
- NOT user-friendly



The Competition: Many, but Few

- Panoptix by Johnson Controls
 - Pros: Open APIs
 - Cons: Proprietary Hardware, Doesn't work with others
- Synco by Siemens
 - Pros: Data Focused
 - Cons: Proprietary Hardware, Doesn't work with others
- Energize by Tendril
 - Pros: Open and Friendly
 - Cons: Old Zigbee Tech
- Nest Thermostat
 - Pros: Easy and Sexy
 - Cons: No 3rd party Support



The Solution: Make it awesome and affordable

- Switch will be on platforms people actually use and accessible from anywhere
 - Android, iPhone
 - iPad, Tablets
 - Web browser
 - Work with our customers and end users to actually build what they want, not what we think they want
- Switch will make use of an open API for Wireless IP based devices
 - Free for ANY hardware manufacturer or developer to utilize

Our Model: Free and Open, Advertising and Relationship Driven

- Relationships are key
 - Switch will offer our platform for FREE to any Home Energy Monitoring (HEM) Manufacturers
 - Size is irrelevant, our platform will be open and accessible with add-on's (extensions) for individual uses
- Ad Driven Revenue
 - Online and Mobile Advertising Sales
 - Licensing to Utility and Energy Companies



The Traction:

- Feedback from VC's at Colorado University say that the industry attractiveness of Switch is very high
 - "Multi-billion dollar market. VC returns realized in the past. Significant opportunity for innovators." - CU Cleantech VC's
- Many up and coming hardware companies with wireless devices looking for a platform to unify their products
 - SmartThings - Raise 1M+ on Kickstarter
 - Electric Imp - Launched this year
 - Lockitron - The wireless deadbolt lock

The Technology: Cloud + Open = Awesome

- Software As A Service
 - Provide a cloud-based solution for simplicity, no-maintenance, and universal access via the web or mobile app, distributed through app stores and on the web
- Compatible, Not Proprietary
 - By building an open application development interface, Switch can create an incredible bridge to hardware manufacturers and give them access to powerful yet simple software, without prejudice
- Wireless Tech
 - Utilize the latest advancements in efficient wireless technology driven by the mobile revolution

The Team: Development and Experience

- Jake Joraanstad - CEO, Product Development
 - Founder of Myriad Devices, an expert in product development, and totally awesome at life
- Ryan Raguse - President, Business Development
 - Founder of Myriad Devices, An expert in sales and creating relationships with an Accounting degree to top it off. Continues to dominate at life
- James Dravitz - Chief Strategy Officer
 - James Dravitz is a highly motivated individual and brings a wide range of expertise to Switch. With a background in early stage business operations and marketing, James has taken products from prototype to national awards. James serves as Switch's Chief Strategy Officer.
- Ben Whittier - Hardware Consultant, Engineer
 - Electrical engineering background with hardware design experience at Phoenix Int'l, a John Deere Company
- Ross Eickhoff - Power Electronics, Graphics Development
 - Power electronics background with hardware design experience at Phoenix Int'l, a John Deere Company
- Development: Myriad Devices Team
 - Our experienced and dedicated software development team behind the platform
 - Has developed software for Bobcat and other Fortune 500 companies



BOOM.

In order to make Switch a full scale operation and begin our software product development and relationships, Switch is looking for an investment of:

- **\$650,000 over 2 years in exchange for:**
 - **25% of company ownership and positions on our board**

This funding will allow Switch to become one of the leaders in the wireless energy monitoring and automation space and compete on a national level with our product.

Investment Use Breakdown

- Staffing and Development - \$300,000
- Business Dev, Sales, and Marketing - \$200,000
- Legal - \$50,000
- Office Space, Travel, Administrative - \$100,000

Total Investment Needed: \$650,000

(\$650,000 goes a long ways in Fargo, ND. My first company, Myriad Devices, was bootstrapped with \$600 and is now cash flowing and profitable after 2 years.)

Thanks for being awesome.